

FIG. 1

QUESTION ID	QUESTION	Response 1	Response 2	Response 3	Response 4	Response 5	Response 6	Response 7	Response 8	Response 9	Response 10
1	WHAT ASPECT OF OUR ORGANIZATION DO YOU MOST APPRECIATE?	A	B	C	D	E	F	G	H	I	J
2	WHAT IS THE MOST IMPORTANT ASPECT OF CUSTOMER SERVICE?	H	I	J	K	L	M	N	O	P	Q
3	WHAT IS YOUR LOCATION'S DESCRIPTION?	O	P	Q	R	S	T	U	V	W	X

FIG. 2

FIG. 3

Response ID	RESPONSE	QUESTION	SELECTION RATE
A	LOCATION	1	.03
B	GOODS AND/OR SERVICES OFFERED	1	.05
C	PROMOTIONS	1	.10
D	CUSTOMER SERVICE	1	.75
E	REPUTATION	1	.12
F	STORE LAYOUT	1	.22
G	NONE OF THESE	1	.5

400 / WHAT ASPECT OF OUR ORGANIZATION DO
202 YOU MOST APPRECIATE?

☐

408 LOCATION - 302

☐

GOODS AND/OR SERVICES OFFERED - 303

☐

PROMOTIONS - 304

☐

NONE OF THESE - 308

FIG. 4

WHAT IS YOUR LOCATION'S
DESCRIPTION? — 204

☐

RURAL

☐

URBAN

☐

SUBURBAN

☐

NONE OF THESE — 508

FIG. 5

Response	Presentation Count	Selection Count	Response Rate
1	100	10	10%
2	75	5	7%
3	50	15	30%
4	50	5	10%
5	60	5	8%
6	80	10	13%
None Of These	100	50	50%

FIG. 6

702 704 706 708 700

Response	Raw Presentation Count	Raw Response Count	Response Rate	Selection Adder	Adjusted Presentation Count	Adjusted Response Count	Adjusted Response Rate
1	100	10	10%	6	100	16	16%
2	75	5	7%	4	100	9	9%
3	50	15	30%	17	100	32	32%
4	50	5	10%	6	100	11	11%
5	60	5	8%	4	100	9	9%
6	80	10	13%	7	100	17	17%
None Of These	100	50	50%	----	100	7	7%

FIG. 7

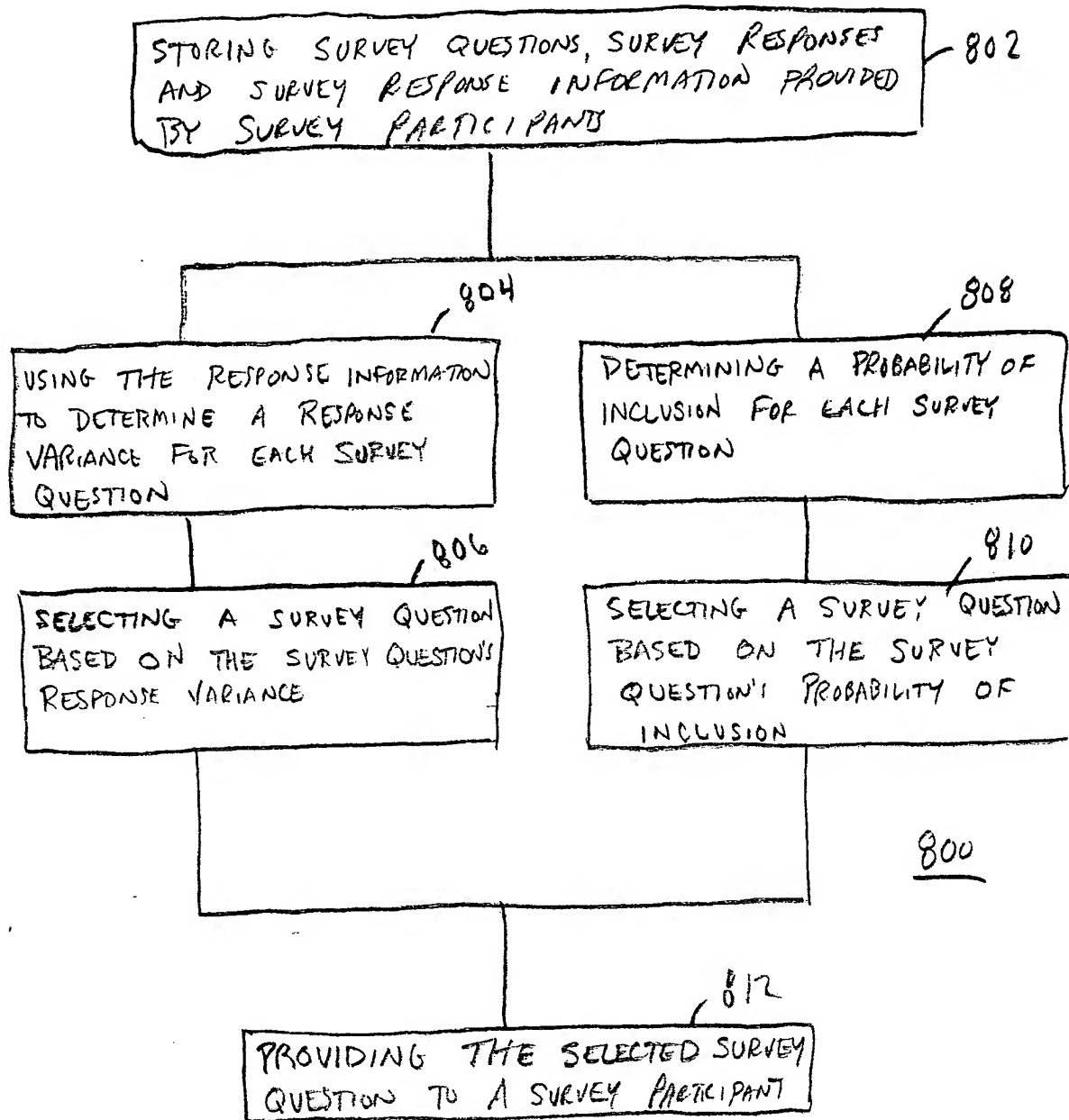


FIG. 8

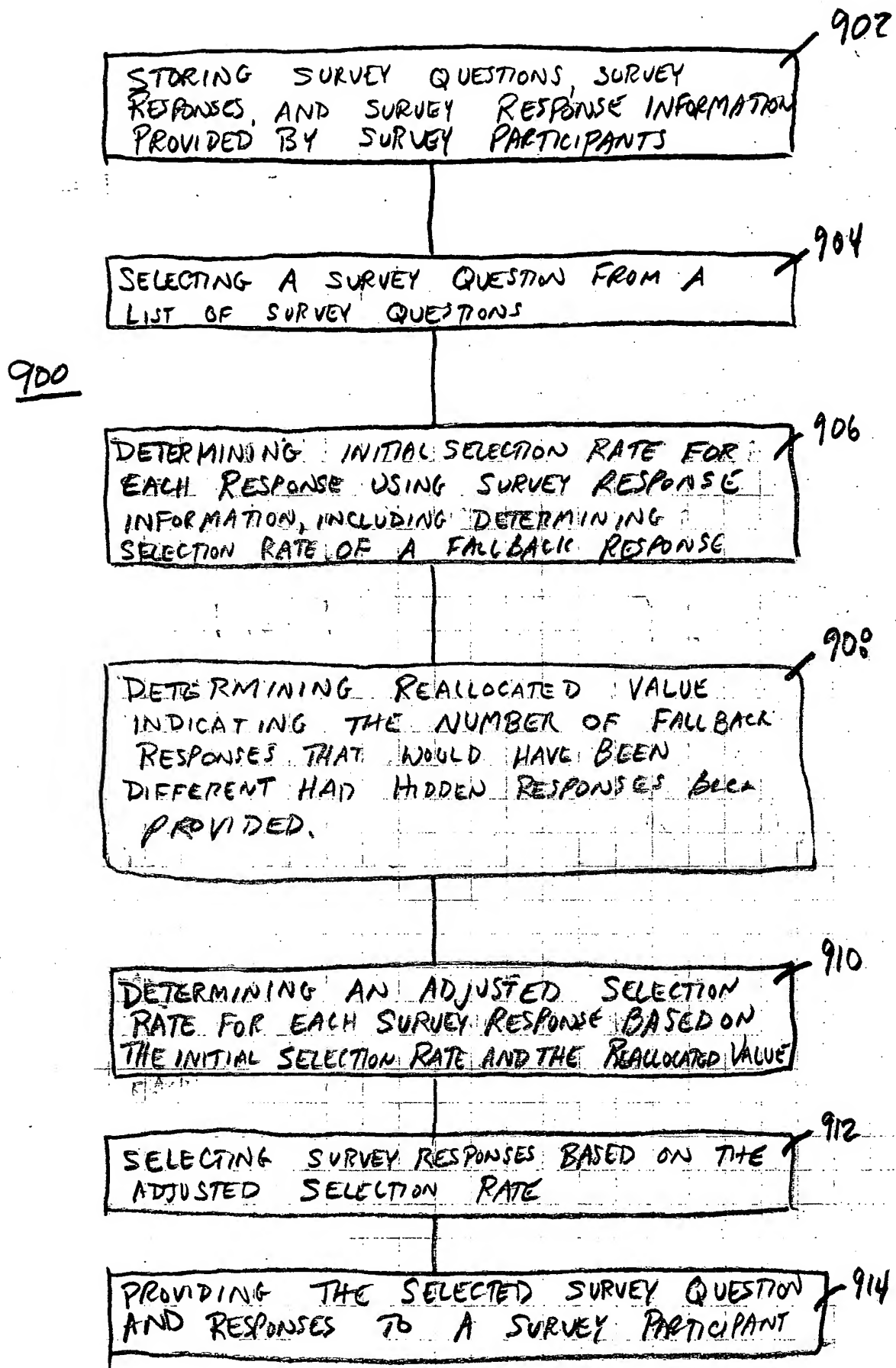


FIG. 9